LOW-FIDELITY WIREFRAMES

WIREFRAMES

Two-dimensional illustration of a page’s interface

Visualization tool for presenting layout

The content, navigation, headers, footers etc.

Focuses on space allocation, prioritization of content, functionality and intended behaviours

WHY WE USE THEM

Minimal skill requirements

Allow for quick, iterative designs

Focus on how site works, information architecture, hierarchy, structure

Not “look and feel”

Gets early client buy-in

FIDELITY: COST-BENEFIT ANALYSIS

LOW-FIDELITY

Super fast and easy to produce

Cheap

Pen and paper sketches

Not life size

Fit 4 to 5 screens per page

Show proportions of elements relative to each other

e.g. this heading is bigger than that heading, primary content block is twice as big as secondary content, etc.

Black and white only

Show as much detail as possible, while moving quickly

WHAT NOT TO INCLUDE

Measurements

Colour

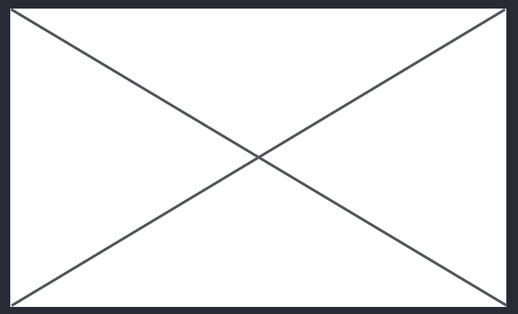
Font styles

Imagery
(photos, illustrations and detailed icons)

Branding

COMMON ELEMENTS

(hand draw them)



IMAGE

HEADING

PARAGRAPH

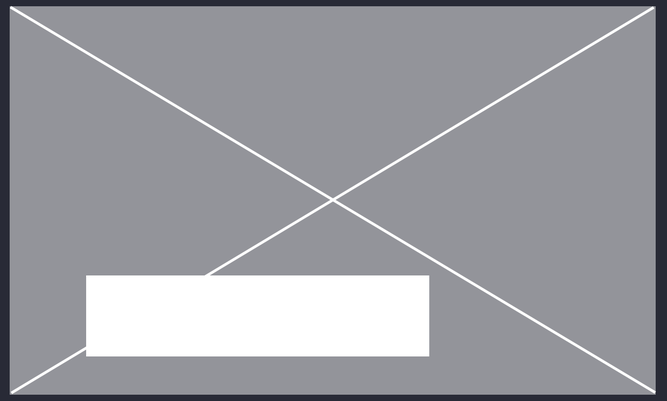
ICONS

BUTTON

INPUT

COMBINING ELEMENTS

(hand draw them)



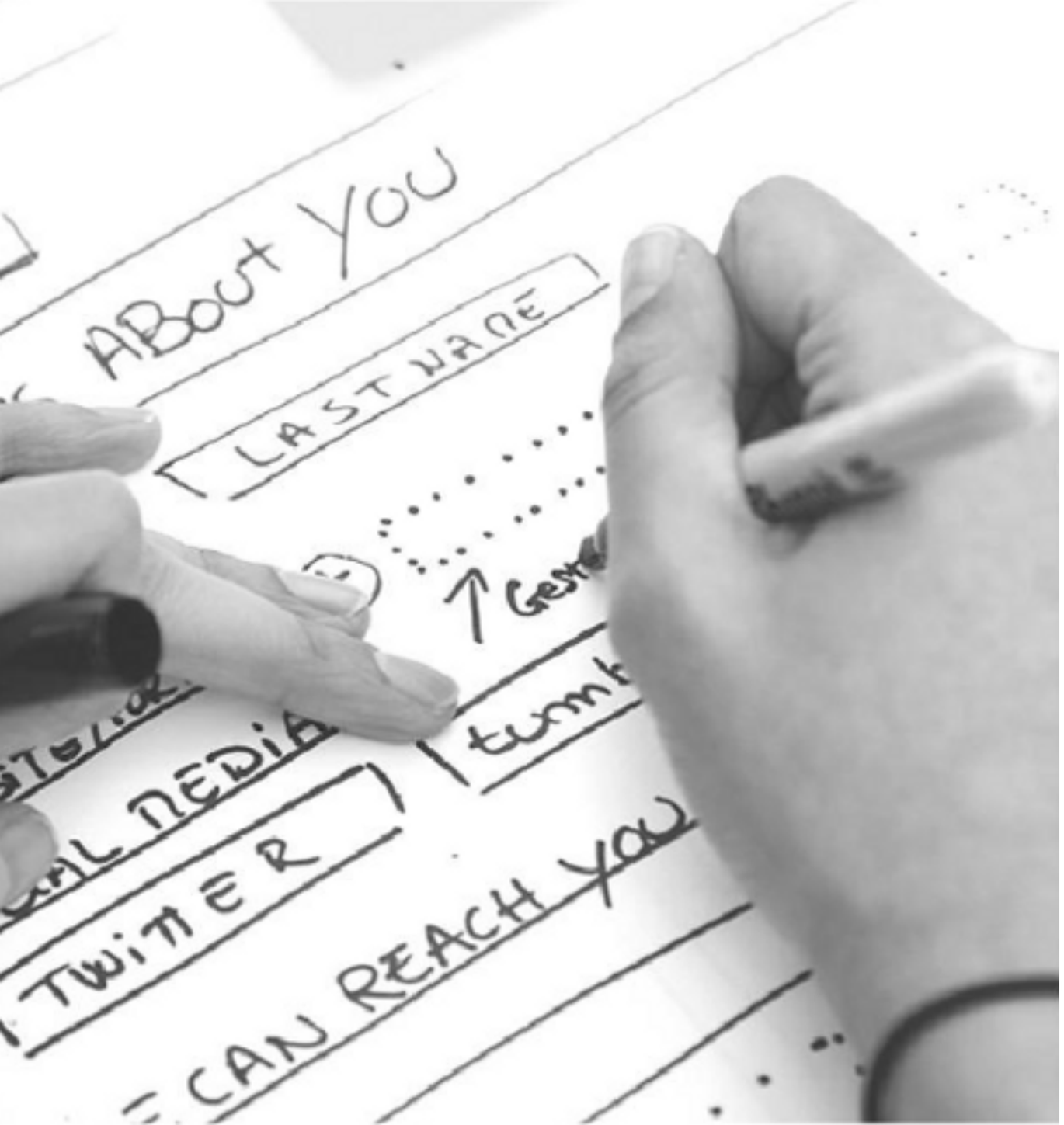
HEADING ON IMAGE

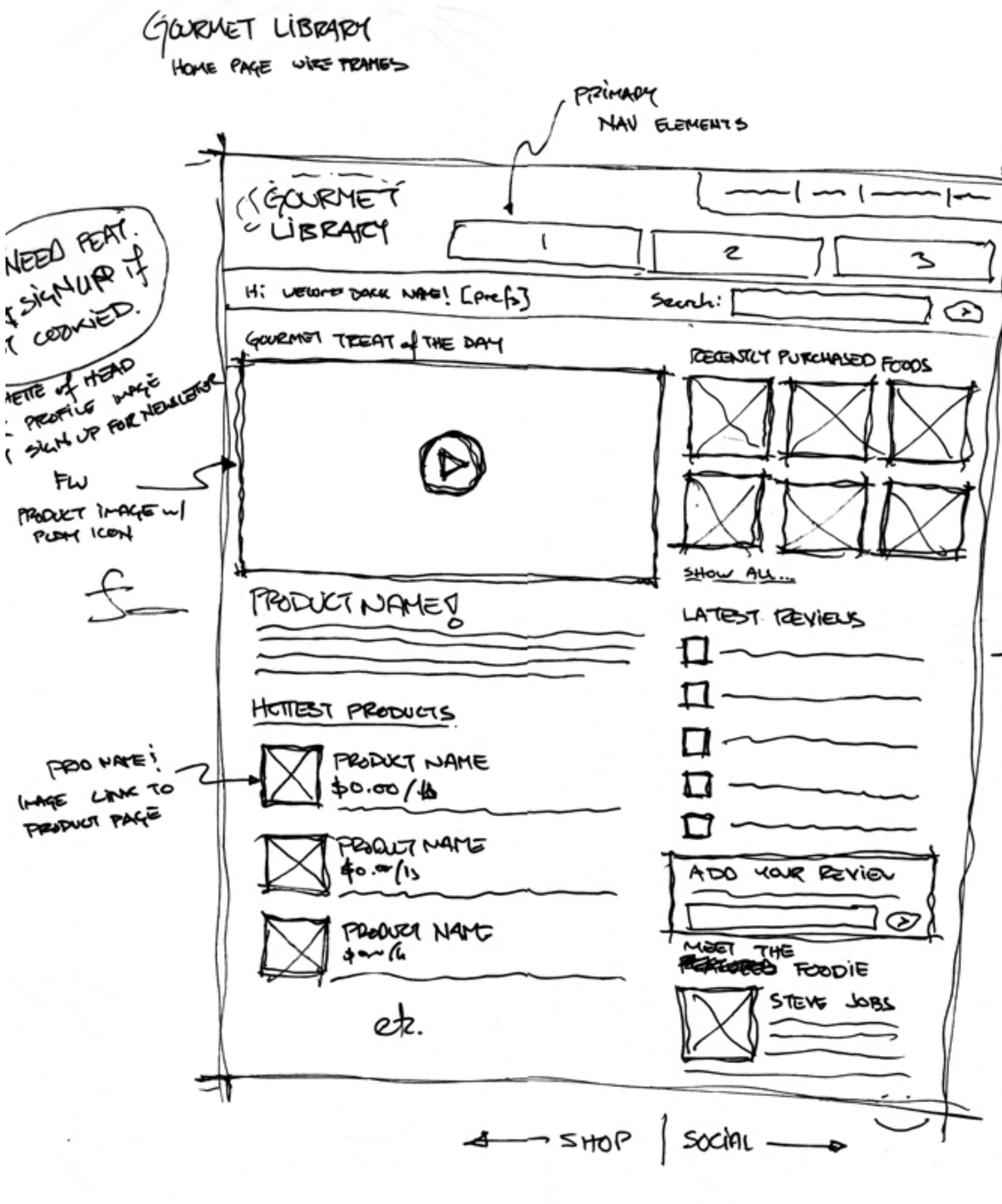
LOTS OF TEXT

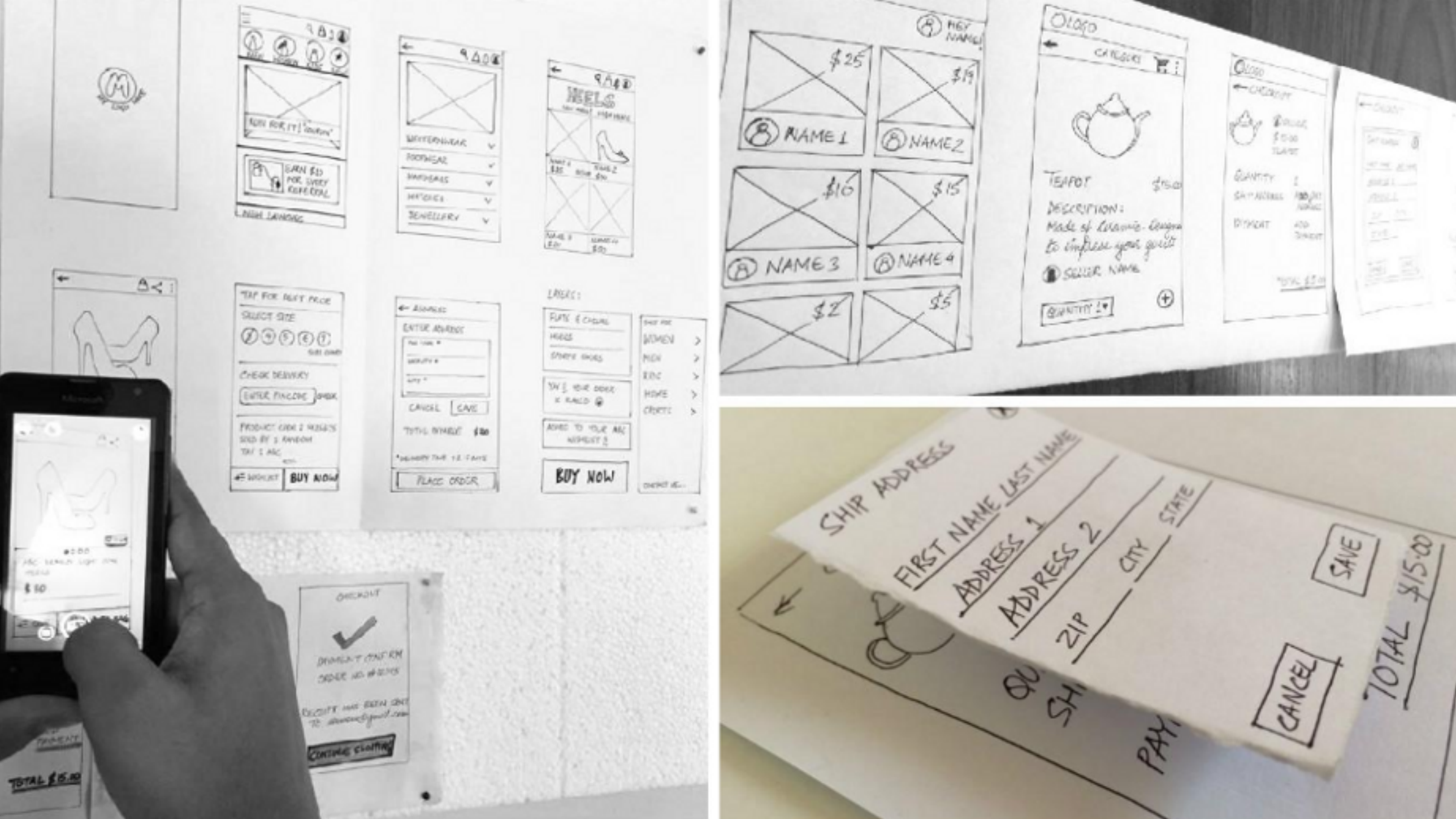
ICON WITH TEXT

REPEAT BLOCKS

CARD


ABOUT YOU
LAST NAME
TWITTER
CAN REACH YOU


GOURMET LIBRARY
HOME PAGE WIRE FRAMES
PRIMARY NAV ELEMENTS
GOURMET LIBRARY
1
2
3
Hi WELCOME BACK NAME! [prefs]
Search:
GOURMET TREAT of THE DAY
RECENTLY PURCHASED FOODS
SHOW ALL...
PRODUCT NAME!
LATEST REVIEWS
HOTTEST PRODUCTS
PRODUCT NAME
PRODUCT NAME
PRODUCT NAME
etc.
ADD YOUR REVIEW
MEET THE FOODIE
STEVE JOBS
SHOP
SOCIAL


$25
NAME 1
$19
NAME 2
$10
NAME 3
$15
NAME 4
$2
$5
CLOSED
CATALOGUE
TEAPOT
DESCRIPTION:
Made of ceramic. Designed to impress your guests
SELLER NAME
QUANTITY
CHECKOUT
SAVE
CANCEL
SHIP ADDRESS
FIRST NAME LAST NAME
ADDRESS 1
ADDRESS 2
ZIP
CITY
STATE
TOTAL $15.00
BUY NOW
PLACE ORDER
CONTINUE SHOPPING

QUESTIONS?